

**Appl. No.** : **09/928,982**  
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### **COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

The statement of reasons for allowance quotes respective portions of independent claims 1, 20 and 32, and then states that “such limitation is present in all independent claims.” The meaning of the statement “such limitation is present in all independent claims” is not clear to Applicants’ representative. While independent claims 1, 20 and 32 may recite some common features, each claim differs in scope, and the quoted portions of these claims represent different limitations.

Applicants also respectfully submit that the quoted portions of claims 1, 20 and 32 do not represent the sole distinctions over the cited art.

The statement of reasons for allowance also states that “the instant application distinguishes from common practice by utilizing a generation module, housed in a server system, that is configured to generate and output to a user, coding for incorporation into an external website that, when activated, retrieves an object from the server system for display on the external website.” While this statement may be true, the particular combination of features recited in this statement is not required by all of the allowed claims.

Applicants respectfully submit that each independent claim is patentable because of the particular combination of limitations it recites.

Respectfully submitted,

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